DOCKET NO.: MSFT-0673/174290.01
Application No.: 10/023,285
Office Action Dated: February 27, 2006

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

REMARKS

The present response accompanies a Request for Continued Examination (RCE). Claims 1-23 are pending in the application. Claims 1, 17 and 22 are independent claims. Claims 1-23 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. patent no. 6,697,792 ("Bunney") in view of U.S. patent no. 6,839,680 ("Liu").

Applicant gratefully acknowledges the time and attention afforded by Examiner Gilles during a telephonic interview conducted on July 10, 2006. Applicant's attorney and the Examiner discussed the prosecution history of the application. In particular, Applicant's attorney noted that claims 1-23 were previously rejected under 35 U.S.C. § 102(e) (see Office Action dated September 12, 2005 at ¶ 4) and that, following Applicant's response dated December 5, 2005, claims 1-23 were finally rejected under 35 U.S.C. § 103(a) on February 27, 2006. Applicant filed an after-final response on April 26, 2006 addressing the new basis for the rejection, in response to which an Advisory Action was issued on July 3, 2006. Applicant's attorney further noted that the Advisory Action was non-responsive to Applicant's remarks in the after-final response. The Examiner agreed to consider Applicant's previously submitted remarks if filed with an RCE and agreed not to issue a first-action final rejection.

Applicant would also like to point out that box 1(a) of the Advisory Action is checked, thereby indicating that the period for reply expires 3 months from the mailing date of the final rejection. As noted above, the after-final response was filed within two months of the final rejection. Therefore, Applicant respectfully submits that the period for reply expires on the mailing date of the Advisory Action, *i.e.*, July 3, 2006, which is later than the date set forth in the final rejection.

Independent claim 1 recites, in part, an instruction set that operates on data from a data store to generate a preference for a participating user and that further operates on the generated preference to obtain a range of concentric content from a content data store such that the range of content is correlated in varying degrees to the generated preference. Independent claim 17 recites, in part, generating a preference for a participating user based on user data and matching the preference with content to generate a range of concentric user-targeted content that is matched to the generated preference with varying degrees of certainty.

DOCKET NO.: MSFT-0673/174290.01
Application No.: 10/023,285
Office Action Dated: February 27, 2006

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

Independent claim 22 recites, in part, providing a computing application that generates preferences from user profile information and user content usage information and processes the preferences along with content to determine a range of concentric user-targeted content that includes content levels differing on a graduated basis.

In contrast to the claim limitations recited above, Bunney describes a distribution server 1 for distributing information from content sources 2, 3 to clients 4, 5 via a network 6 or a broadcast channel 16 (Bunney at col. 4, ll. 46-65; FIG. 1). More specifically, a target count request from content sources 2, 3 is received at an input port 11 of distribution server 1 (*Id.* at col. 5, ll. 25-27). The target count request is supplied to a target count unit 9 that generates and forwards a target count result to a decision unit 8, which compares the result with a predetermined threshold (*Id.* at col. 5, ll. 27-32). If the target count result is greater than the threshold value, information originating from content sources 2, 3 is distributed via broadcast channel 16 (*Id.* at col. 5, ll. 37-42). If the target count result is less than the predetermined threshold, information originating from content sources 2, 3 is distributed via network 6 (*Id.* at col. 5, ll. 42-48). Accordingly, Applicant respectfully submits that Bunney does not disclose, teach, or suggest an instruction set that operates on a generated preference to obtain a range of concentric content from a content data store such that the range of content is correlated in varying degrees to the generated preference (see claim 1), matching a generated preference with content to generate a range of concentric user-targeted content that is matched to the generated preference with varying degrees of certainty (see claim 17), or providing a computing application that processes preferences along with content to determine a range of concentric user-targeted content that includes content levels differing on a graduated basis (see claim 22).

Liu describes a software system ("ProReach") that tracks and analyzes web visitors on the World Wide Web to develop detailed Internet profiles of each user (Lie at col. 2, ll. 30-31; col. 4, ll. 23-26). As explained in Liu, "[t]he services running on the web server that deliver [] targeted content need to have a mechanism . . . to access the ProReach data on visitor profiles and page categorization" (*Id.* at col. 66, ll. 58-64). Accordingly, Applicant respectfully submits that Liu does not describe a system or method for generating concentric user-targeted content and, therefore, the portions of Liu cited in the Office Action do not

DOCKET NO.: MSFT-0673/174290.01
Application No.: 10/023,285
Office Action Dated: February 27, 2006

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

disclose, teach, or suggest the claim limitations recited above (see Office Action dated February 27, 2006 at ¶ 4).

In particular, Liu at col. 63, ll. 43-54 describes a privacy control mechanism for allowing a user to prevent web activity from being recorded by ProReach based on the user's preferences; Liu at col. 51, ll. 4-38 describes a content recognition engine 718 for categorizing web pages visited by the user; Liu at col. 64, ll. 3-67 describes a ProReach privacy preference setting that employs keyword matching and a ProReach client upload queue for uploading a client's web event records and start-up page URL from the client's computer; and Liu at col. 65, ll. 1-15 describes a ProReach upload stream that includes a head part and a data part, the data part being composed of one or more upload records (*i.e.*, web event records and start-up page URLs). Thus, none of the portions of Liu cited in the Office Action disclose, teach, or suggest an instruction set that operates on a generated preference to obtain a range of concentric content from a content data store such that the range of content is correlated in varying degrees to the generated preference (see claim 1), matching a generated preference with content to generate a range of concentric user-targeted content that is matched to the generated preference with varying degrees of certainty (see claim 17), or providing a computing application that processes preferences along with content to determine a range of concentric user-targeted content that includes content levels differing on a graduated basis (see claim 22).

For at least the foregoing reasons, Applicant respectfully submits that independent claims 1, 17 and 22 are patentable over the cited references and are, therefore, allowable. Additionally, as claims 2-16 depend from claim 1, claims 18-21 depend from claim 17, and claim 23 depends from claim 22, Applicant further submits that the dependent claims are also allowable. Reconsideration of the application and issuance of a Notice of Allowability are respectfully requested.

DOCKET NO.: MSFT-0673/174290.01
Application No.: 10/023,285
Office Action Dated: February 27, 2006

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

Respectfully submitted,

Date: August 28, 2006
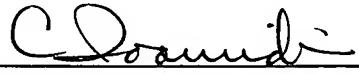
Christos Ioannidi
Registration No. 54,195

Woodcock Washburn LLP
One Liberty Place - 46th Floor
Philadelphia PA 19103
Telephone: (215) 568-3100
Facsimile: (215) 568-3439